

PARUL UNIVERSITY
FACULTY OF FINE ARTS
FA, Winter 2019 - 20 Examination

Semester: 5
Subject Code: 14104303
Subject Name: History of Design - III

Date: 25/ 11/2019
Time: 10:30 am to 01:00 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.
5. Draw diagrams wherever necessary.

Q.1 Answer the following.

A. According to you which one is the oldest communication media ? Support your answer with examples. (15)

B. Multiple choice type questions. (Each of 01 mark) (05)

1. _____ is a closed two dimensional area.
 - A. Shade
 - B. Space
 - C. Value
 - D. Shape
2. _____ is very important aspect in Advertising.
 - A. OHP
 - B. VHP
 - C. ASP
 - D. USP
3. In print media paper thickness measure in
 - A. ASM
 - B. GSN
 - C. USA
 - D. GSM
4. **CSR Activity is as a part of**
 - A. Advertising
 - B. Marketing
 - C. Publicity
 - D. Awareness
5. _____ Types of font mostly used in news paper design.
 - A. Serif
 - B. San serif
 - C. Script
 - D. Traditional

Q.2 What is integrated advertising ? explain with your suitable examples (10)

Q.3 Write short notes. (Any Three) (Each of five marks) (15)

1. screen Printing v/s Offset Printing
2. PR- Public Relation activates, Publication
3. Packaging
4. Typography
5. CSR Activites - Corporate Social Responsibility

Q.4 What is media planning? how important in advertising? discuss with your suitable examples (15)